

**Pengaruh Kualitas Layanan terhadap Kepuasan dalam Membentuk
Loyalitas Pelanggan (Studi pada Tempat Makan CFC di Kota
Semarang)**

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ABSTRAK

Penelitian ini dilatarbelakangi oleh restoran CFC kurang bersaing dengan restoran merk asli Indonesia lainnya. Meski restoran CFC telah meningkatkan pendapatan usaha namun belum mampu bersaing dengan Solaria dan Hoka Hoka Bento. Dimensi dari kualitas layanan yang digunakan adalah reliability, responsiveness, assurance, empathy, dan tangibles. Tujuan dari penelitian ini untuk mengetahui pengaruh kualitas layanan terhadap kepuasan dalam membentuk loyalitas pelanggan. Jumlah responden penelitian yang ditetapkan sebanyak 200 responden dengan menggunakan teknik pengambilan sampel yaitu purposive sampling. Responden dari penelitian ini adalah pelanggan CFC, setidaknya siswa SMA, dan mereka telah membeli minimum dua kali. Penelitian ini menggunakan analisis Structural Equation Modelling (SEM) dengan bantuan program AMOS versi 22. Hasil penelitian ini menunjukkan bahwa variabel assurance, empathy, dan tangibles yang berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Sedangkan reliability dan responsiveness berpengaruh negatif dan tidak signifikan terhadap kepuasan pelanggan. Tetapi kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata Kunci : kualitas layanan, reliability, responsiveness, assurance, empathy, tangibles, kepuasan, dan loyalitas pelanggan

The Influence of Service Quality on Satisfaction in Establishing the Customer Loyalty (Study at CFC Restaurant in Semarang City)

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ABSTRACT

This research was motivated by the restaurant CFC less competitive with other authentic Indonesian restaurant brands. Although CFC restaurants have increased its operating revenues but have not been able to compete with Solaria and Hoka Hoka Bento. The dimensions of service quality being used are reliability, responsiveness, assurance, empathy, and tangibles. The purpose of this research is to find out the influence of service quality on satisfaction in establishing the customer loyalty. The number of respondents in this research is defined as much as 200 respondents by using a sampling technique is purposive sampling. The respondents of this research are CFC customers, at least senior high school students, and they have bought minimum twice. This research use Structural Equation Modelling (SEM) analysis using the help of AMOS version 22. The results of this research show that assurance, empathy, and tangibles variables have a positive and significant influence on customer satisfaction. While reliability and responsiveness have a negative and insignificant influence on customer satisfaction. But customer satisfaction has a positive and significant influence on customer loyalty.

Keyword : service quality, reliability, responsiveness, assurance, empathy, tangibles, satisfaction, and customer loyalty